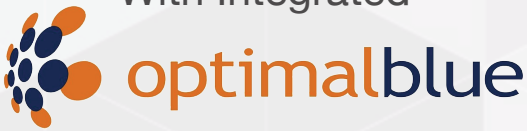
Pricing Campaigns

Including Repricing
With Integrated



optimalblue®

Key Partner Integrations

Encompass® by EllieMae®

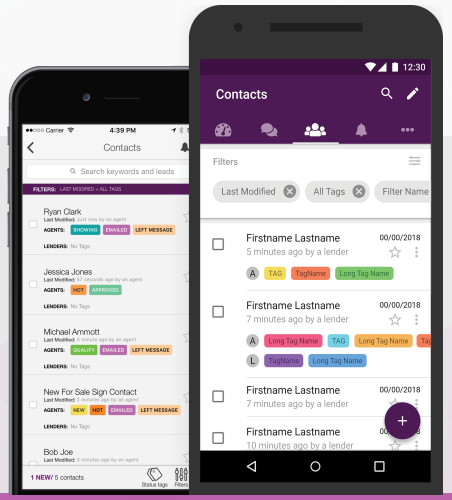
Lead Aggregation

LOS Integrated

Agent & Lender Collaboration

Call Dialer

SMS & Email Marketing



#1 Mortgage CRM Mobile Apps on Both iOS & Android

Monthly User Fee*

$110

*Setup and other fees may apply. Includes Optimal Blue.

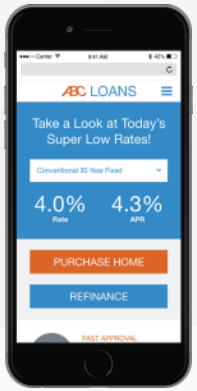
For sales inquiries please contact
sales@bigpurpledot.com

For all other general questions, including training appointments and IT support, please contact
support@bigpurpledot.com | (949) 223-0900

Methodology

1. **Connect** Your leads and opportunities
2. **Collaborate** With all key team members
3. **Convert** The leads to sales opportunities
4. **Close** Bring your coffee
5. **Cultivate** Retarget your clients

Funnel in Leads From Anywhere



Zillow®

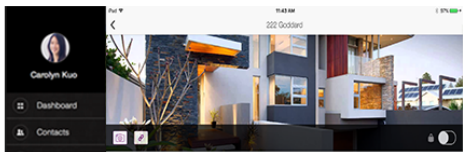
realtor.com®

Big Purple Dot

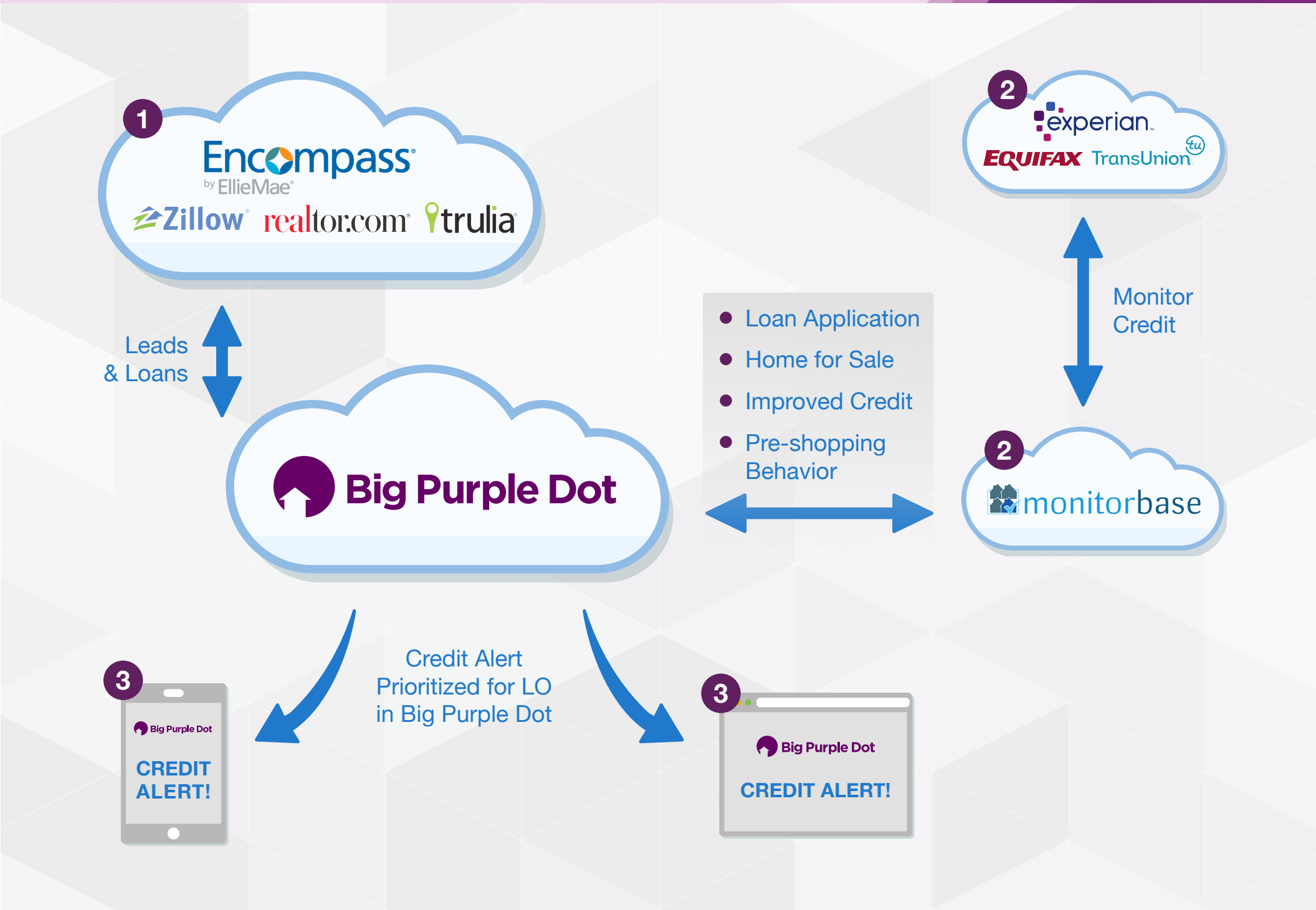
Inbound Calls

Realtors' Open Houses

trulia®

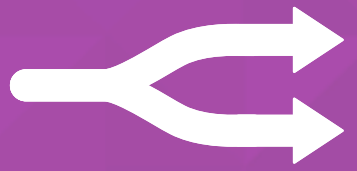


MonitorBase

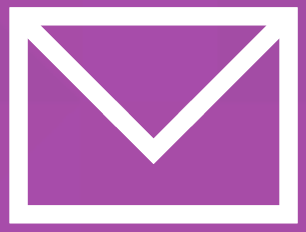


Speed to Contact

Calls



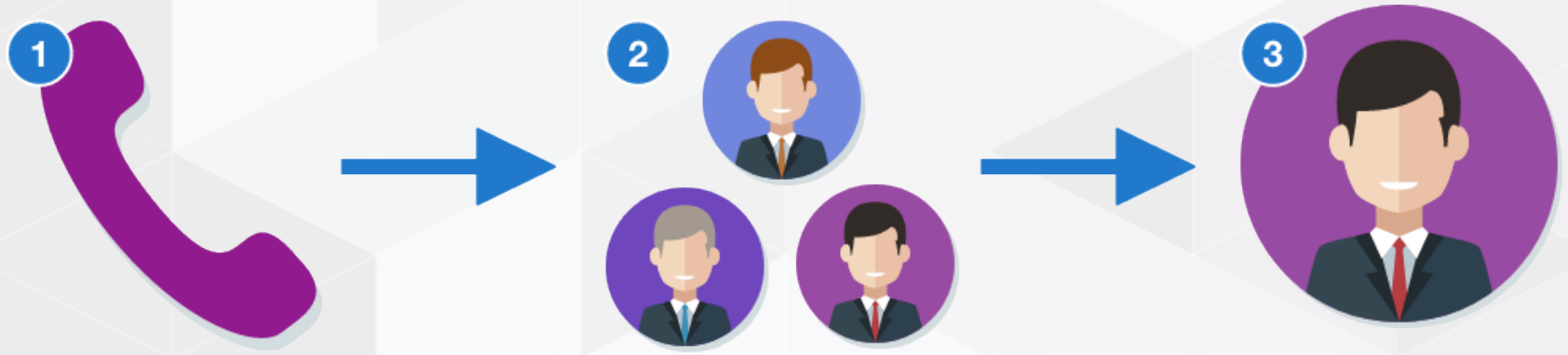
Distribution



Emails

Texts

Call Distribution

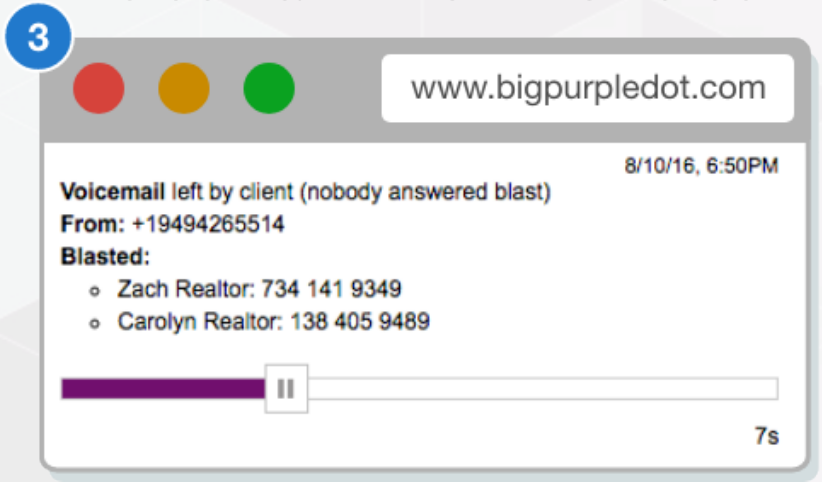


Incoming Call

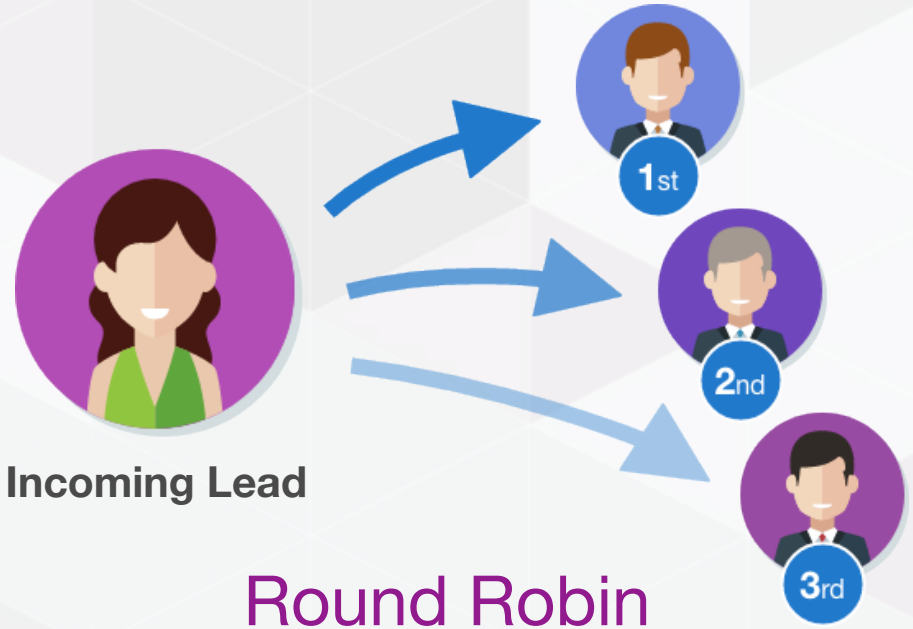
Call Blasted to Agents

Call Claimed by Agent

Voicemail if Not Answered

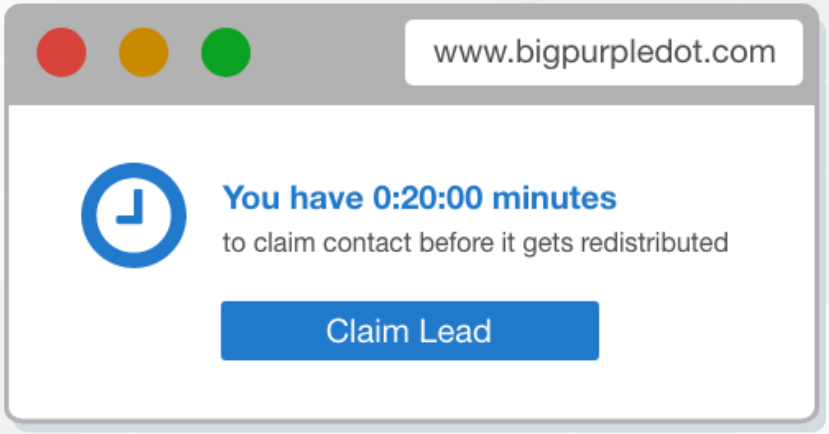


Internet Lead Distribution



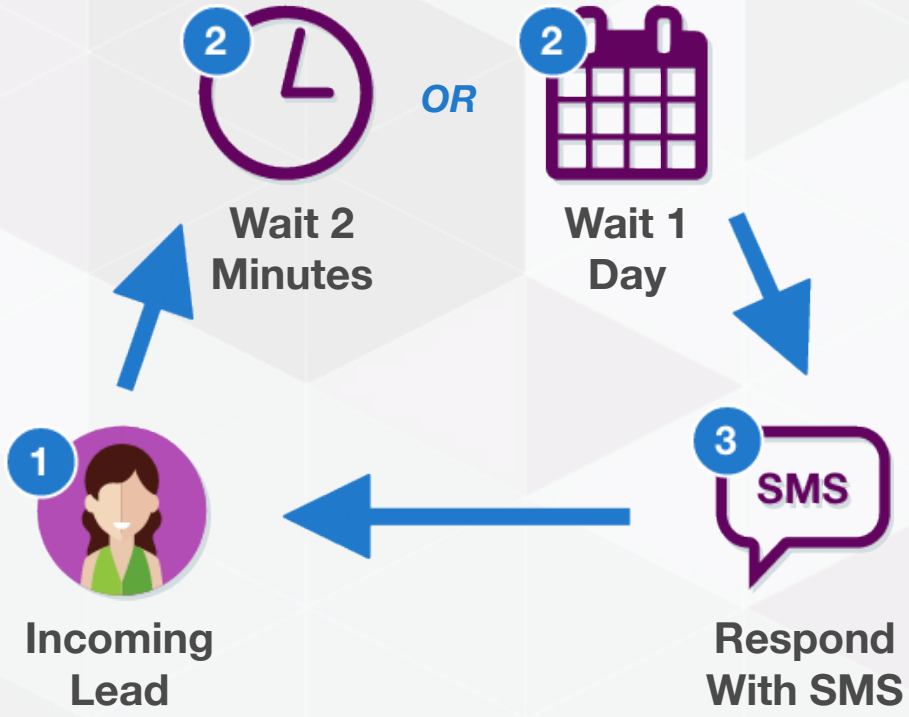
Round Robin

OR



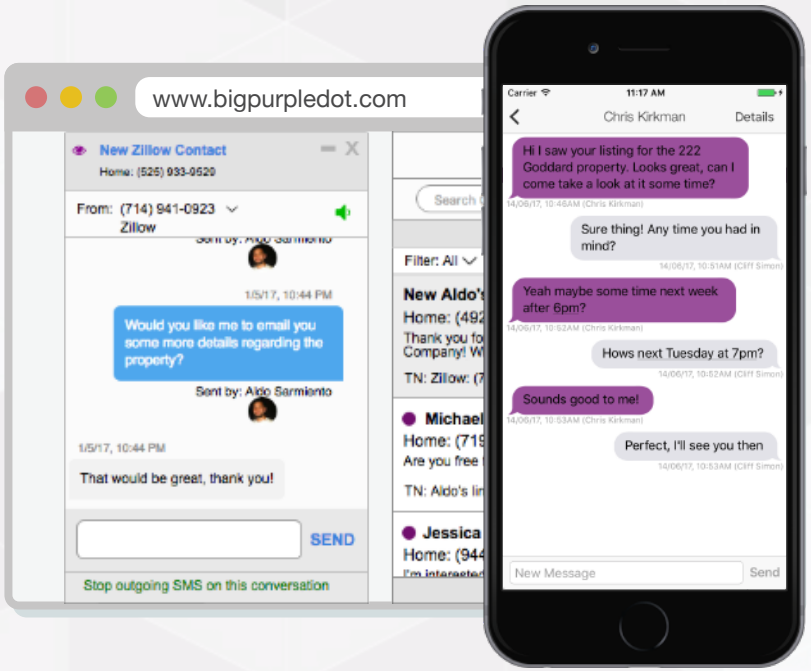
Claim a Lead

SMS



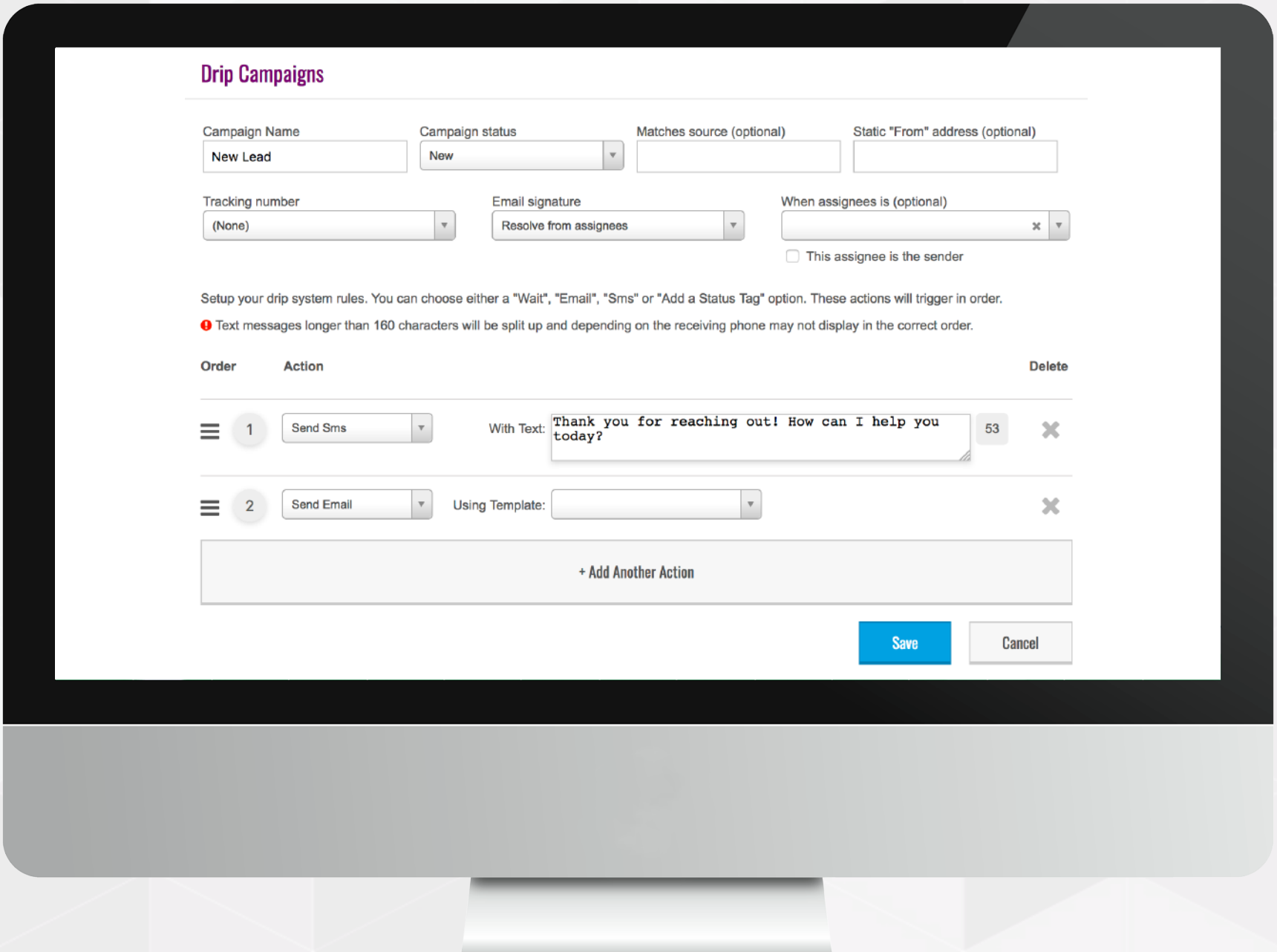
Auto Respond

AND



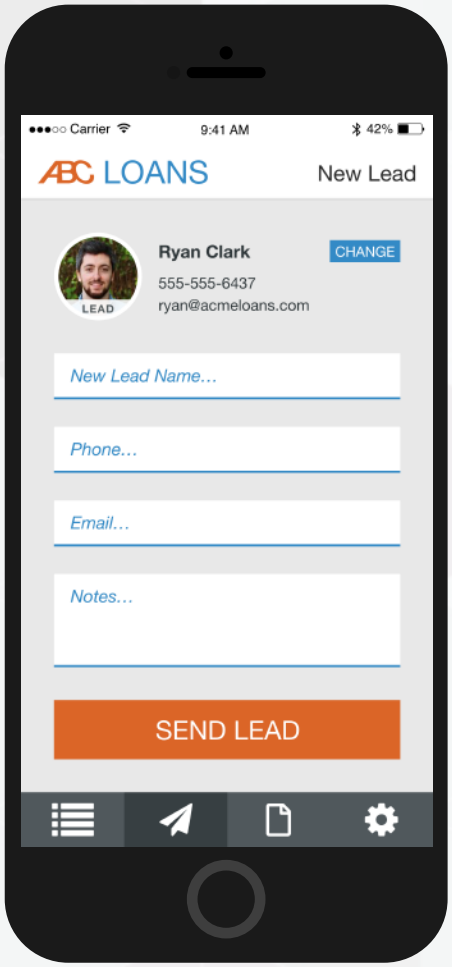
Continued Communication

SMS and Email Drip Campaigns

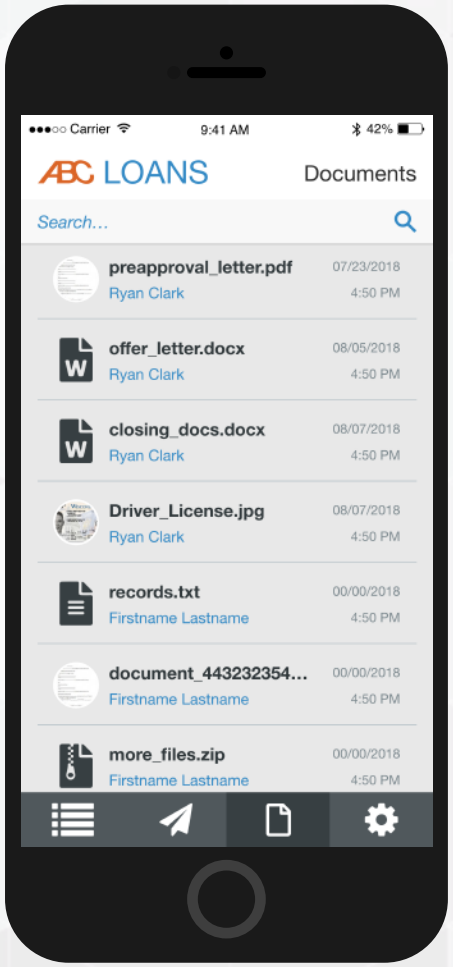


Lender Connect

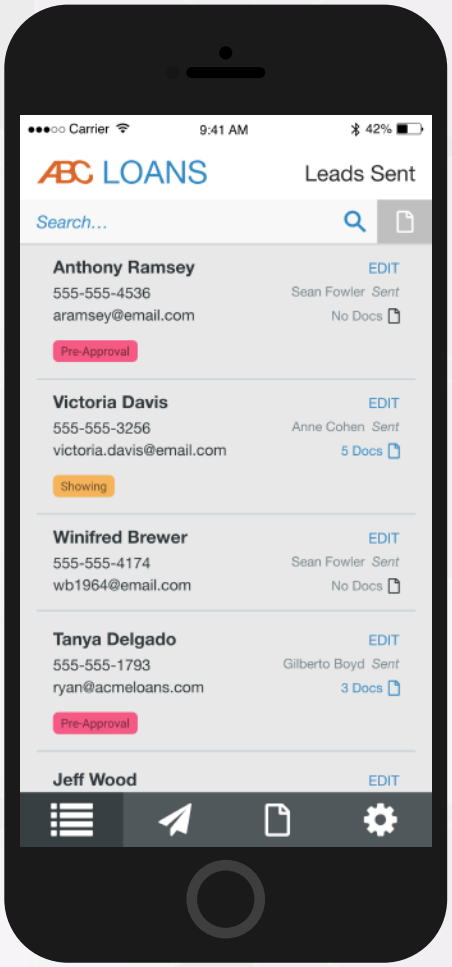
An awesome new feature to connect lenders and realtors



Realtors can quickly share leads with lenders without signing up for an account

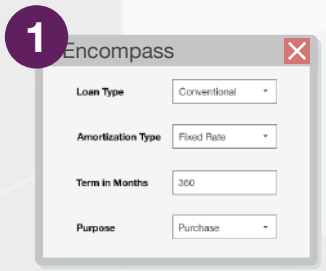


Lenders can share documents with the Realtors in real time



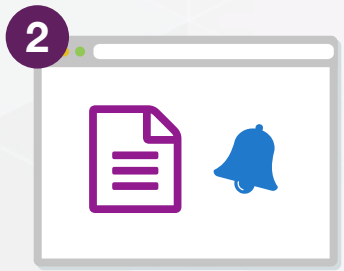
Lenders can share loan milestones and progress every step of the way remove “easily”

Capture New Loans From Encompass



App Created in Encompass

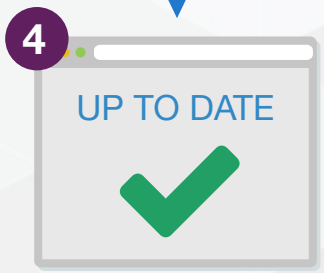
User creates application in Encompass



BPD Gets Notified of New File

Loan is Synced From Encompass

Synced loan information is brought into BPD



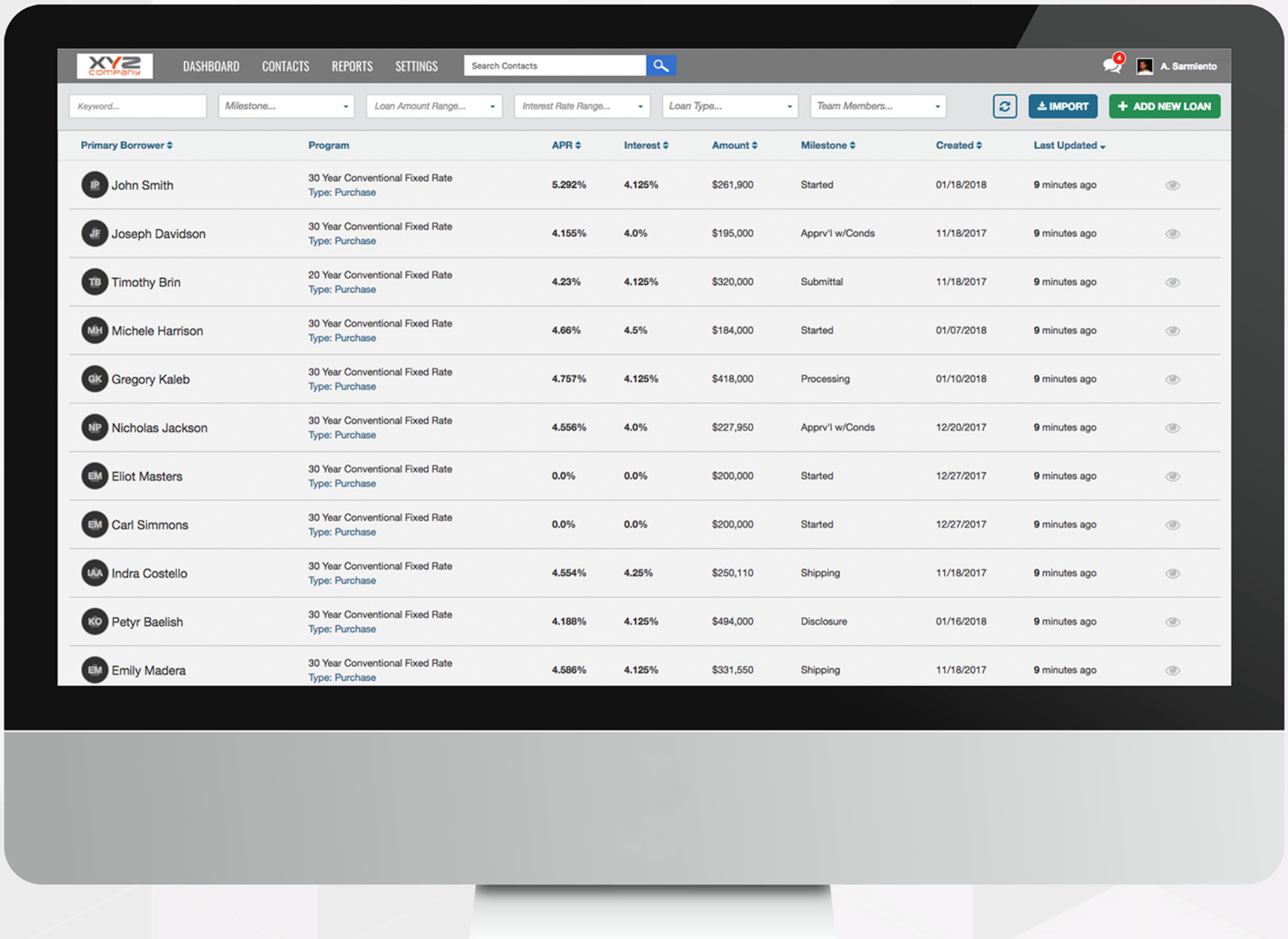
Constant Updates

BPD checks for changes every 5 minutes

Analytics

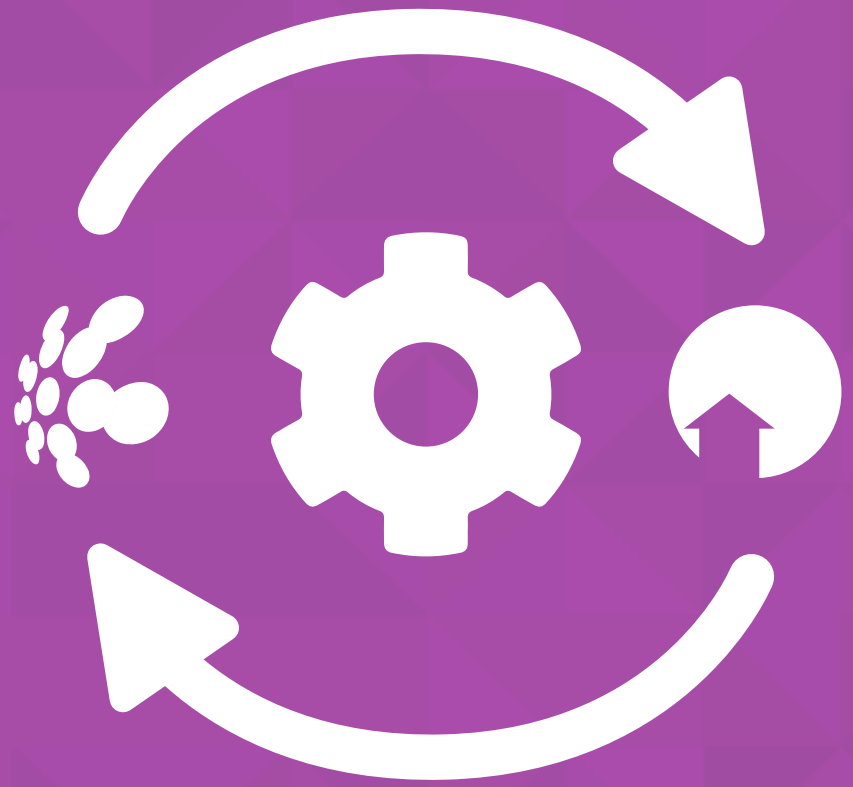
Lead cost analysis and source conversion

Synced Loans



Primary Borrower	Program	APR	Interest	Amount	Milestone	Created	Last Updated
JP John Smith	30 Year Conventional Fixed Rate Type: Purchase	5.292%	4.125%	$261,900	Started	01/18/2018	9 minutes ago
JF Joseph Davidson	30 Year Conventional Fixed Rate Type: Purchase	4.155%	4.0%	$195,000	Apprv'l w/Conds	11/18/2017	9 minutes ago
TB Timothy Brin	20 Year Conventional Fixed Rate Type: Purchase	4.23%	4.125%	$320,000	Submittal	11/18/2017	9 minutes ago
MH Michele Harrison	30 Year Conventional Fixed Rate Type: Purchase	4.66%	4.5%	$184,000	Started	01/07/2018	9 minutes ago
GK Gregory Kaleb	30 Year Conventional Fixed Rate Type: Purchase	4.757%	4.125%	$418,000	Processing	01/10/2018	9 minutes ago
NP Nicholas Jackson	30 Year Conventional Fixed Rate Type: Purchase	4.556%	4.0%	$227,950	Apprv'l w/Conds	12/20/2017	9 minutes ago
EM Eliot Masters	30 Year Conventional Fixed Rate Type: Purchase	0.0%	0.0%	$200,000	Started	12/27/2017	9 minutes ago
EM Carl Simmons	30 Year Conventional Fixed Rate Type: Purchase	0.0%	0.0%	$200,000	Started	12/27/2017	9 minutes ago
IAA Indra Costello	30 Year Conventional Fixed Rate Type: Purchase	4.554%	4.25%	$250,110	Shipping	11/18/2017	9 minutes ago
KO Petyr Baelish	30 Year Conventional Fixed Rate Type: Purchase	4.188%	4.125%	$494,000	Disclosure	01/16/2018	9 minutes ago
EM Emily Madera	30 Year Conventional Fixed Rate Type: Purchase	4.586%	4.125%	$331,550	Shipping	11/18/2017	9 minutes ago

Optimal Blue Integration



Pricing Campaign Overview

A Automated Pricing

Zillow trulia lendingtree

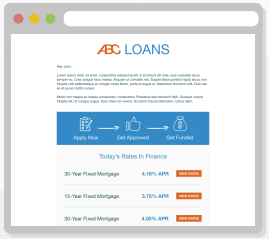
Inbound Leads

Big Purple Dot

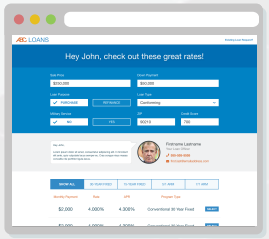
Pull Pricing

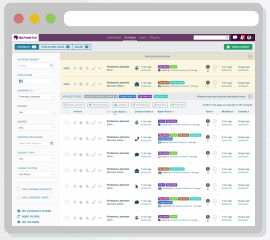
optimalblue

Email Pricing



Borrower Browses Pricing

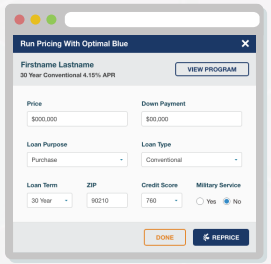




Track Borrower Actions

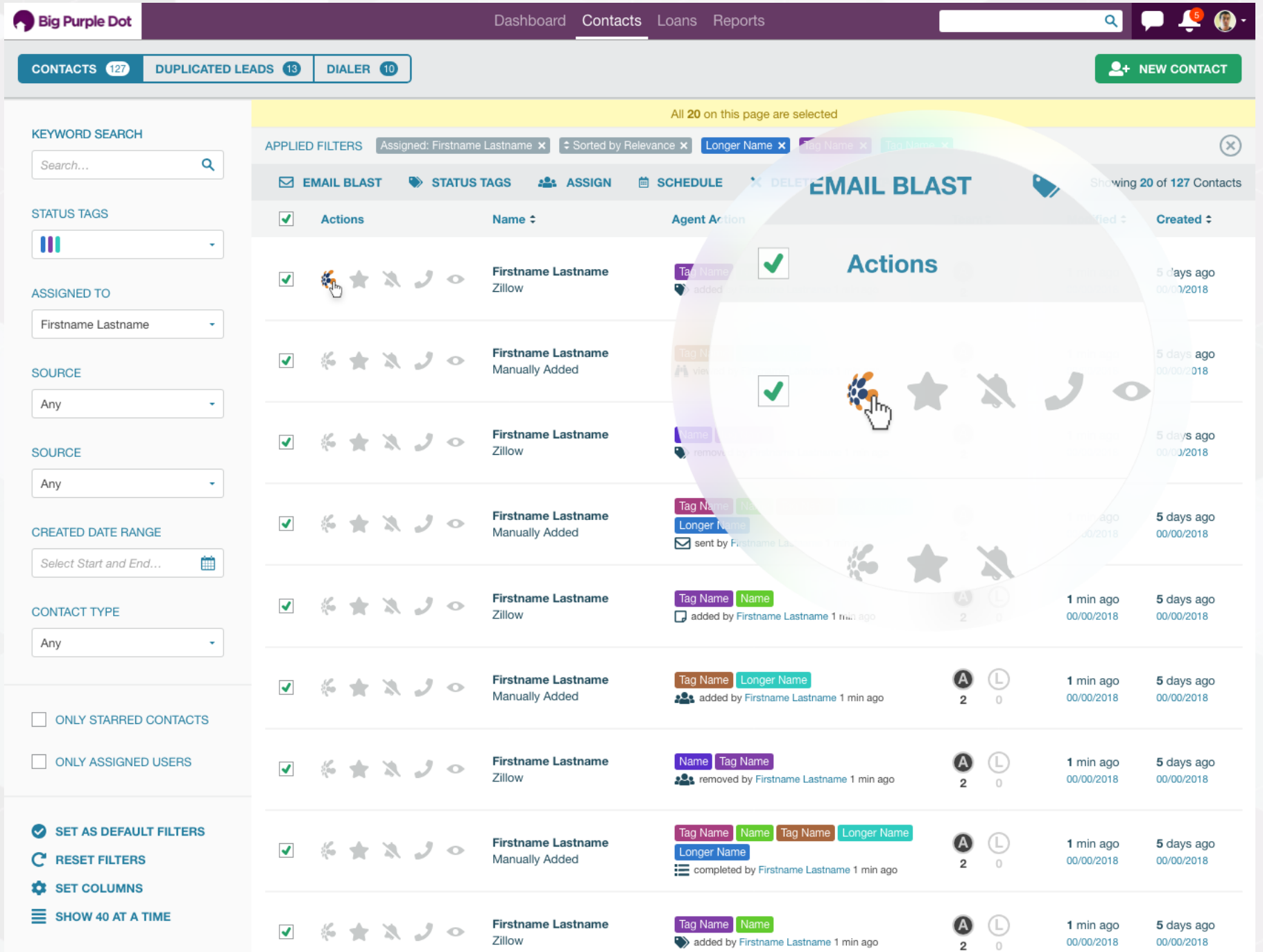
B Manual Price Discovery

LO Prospecting

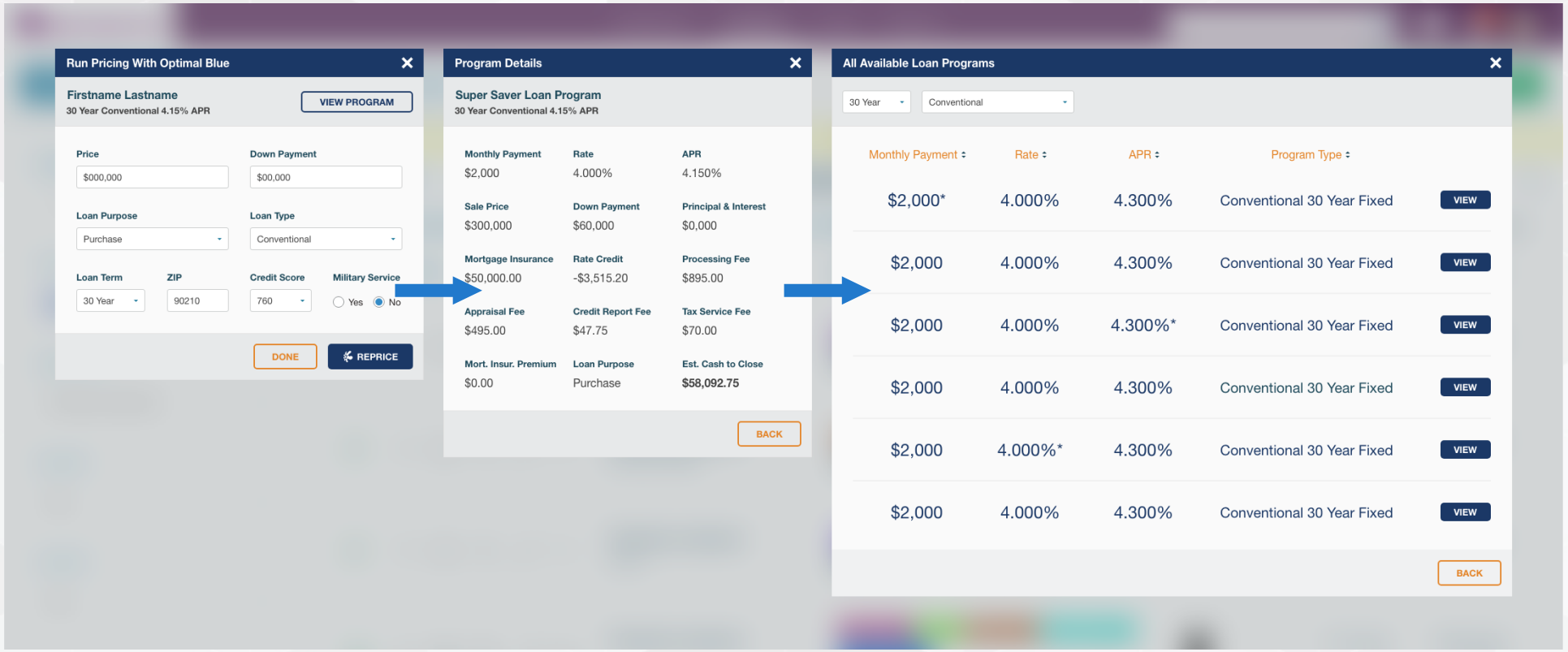


Runs Pricing

Native Pricing with Optimal Blue

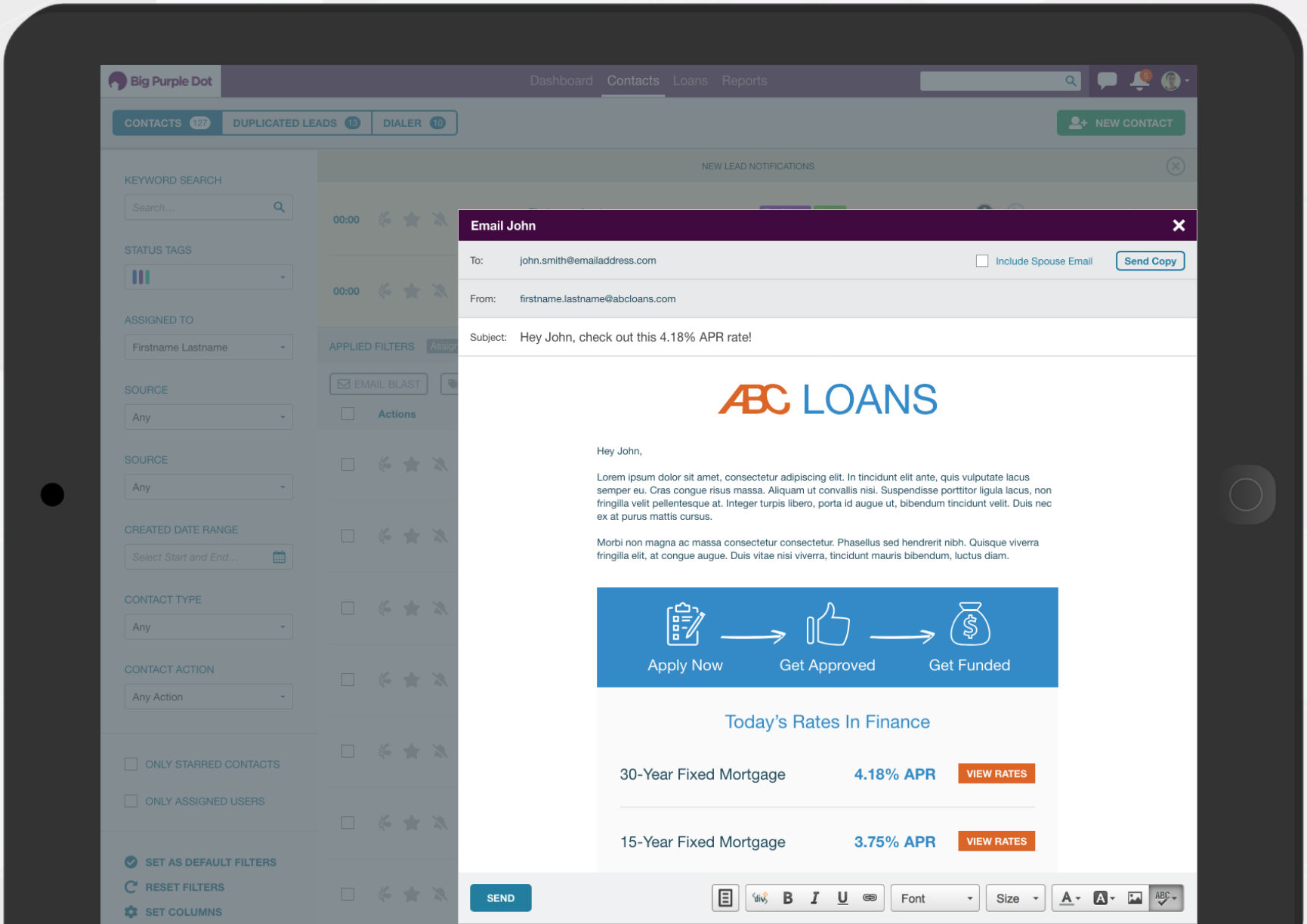


Reprice Programs with Optimal Blue

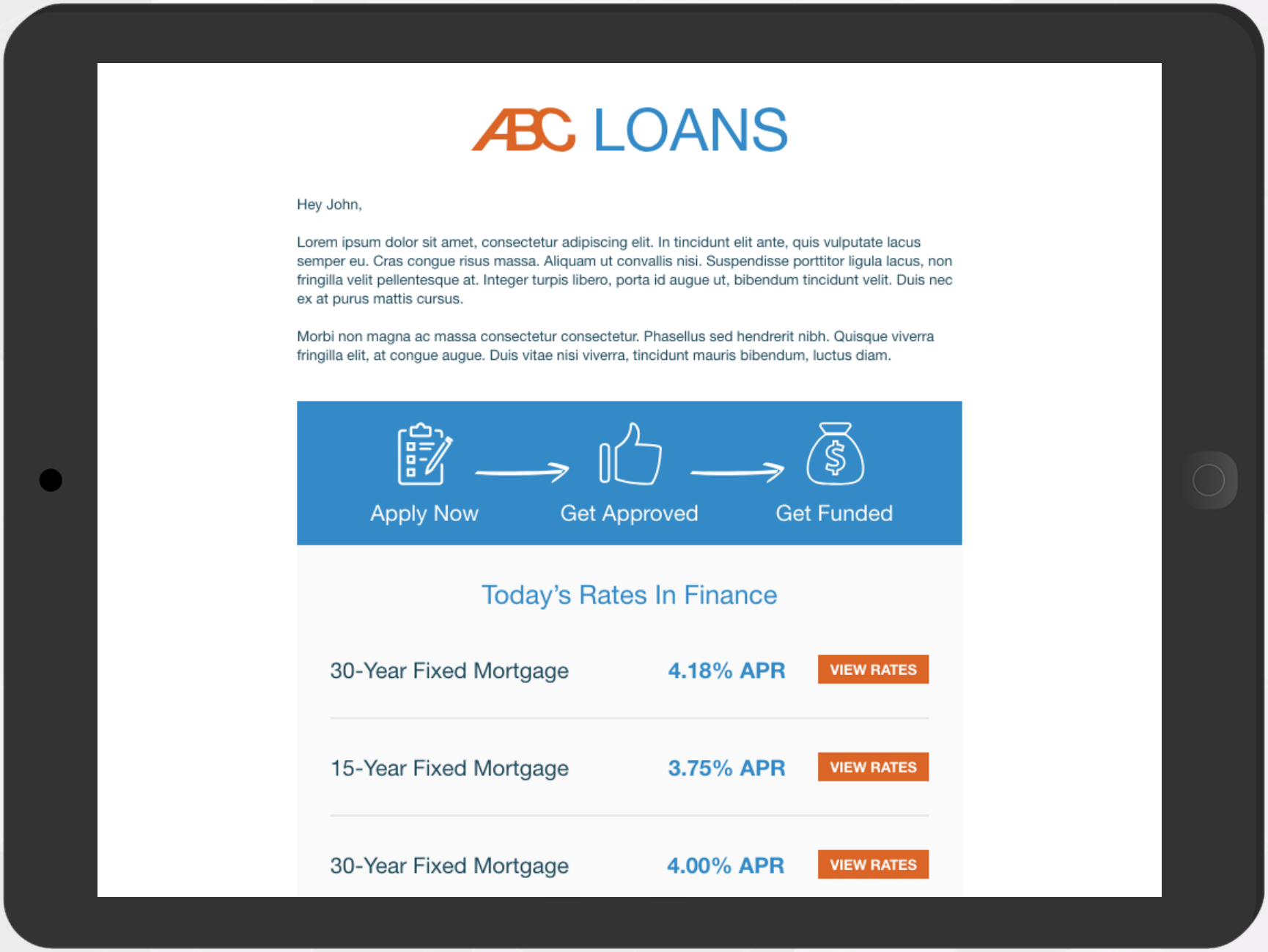


Loan Officer Emails Results To Borrower

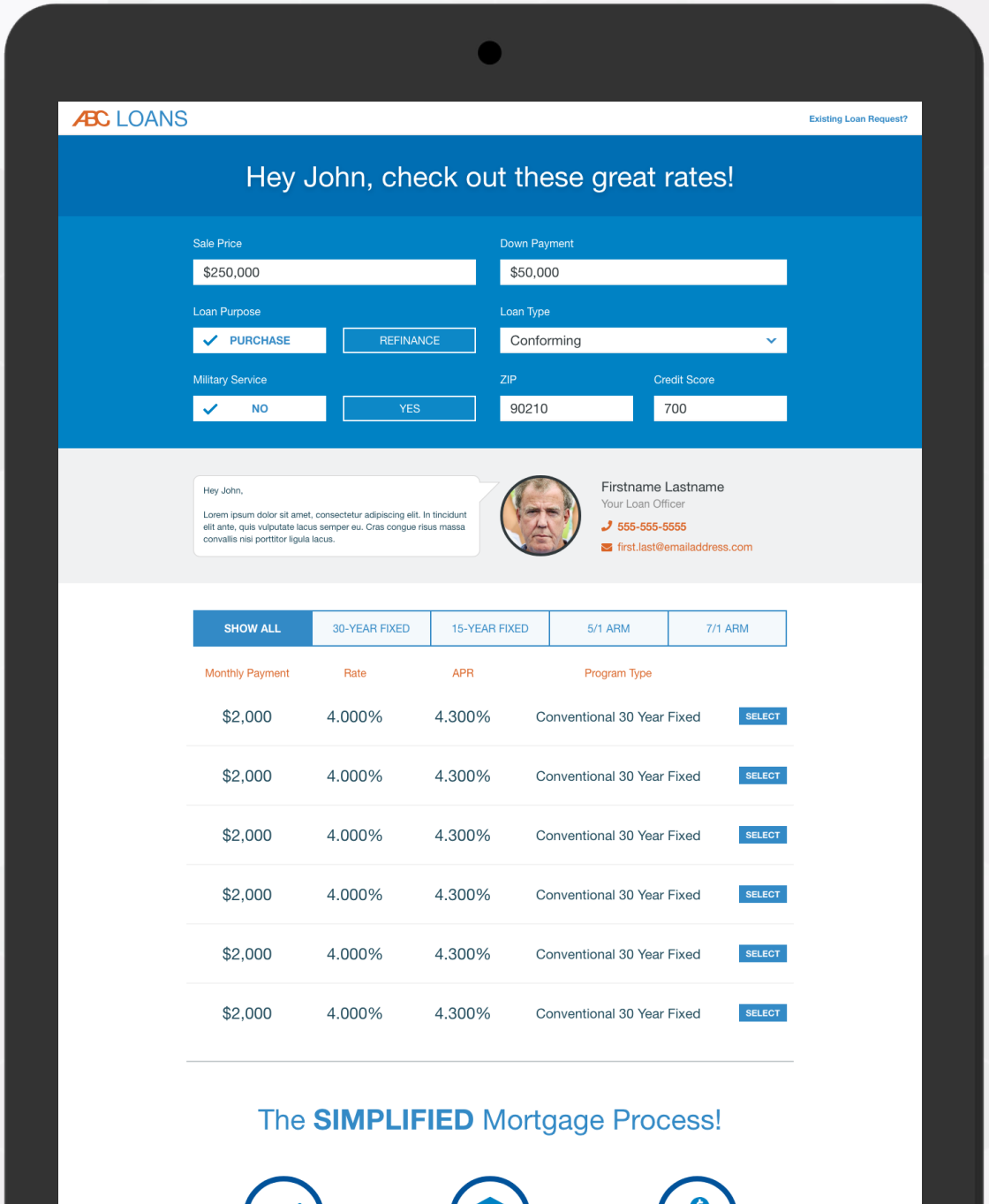
Rates automatically included in subject line and for better open performance



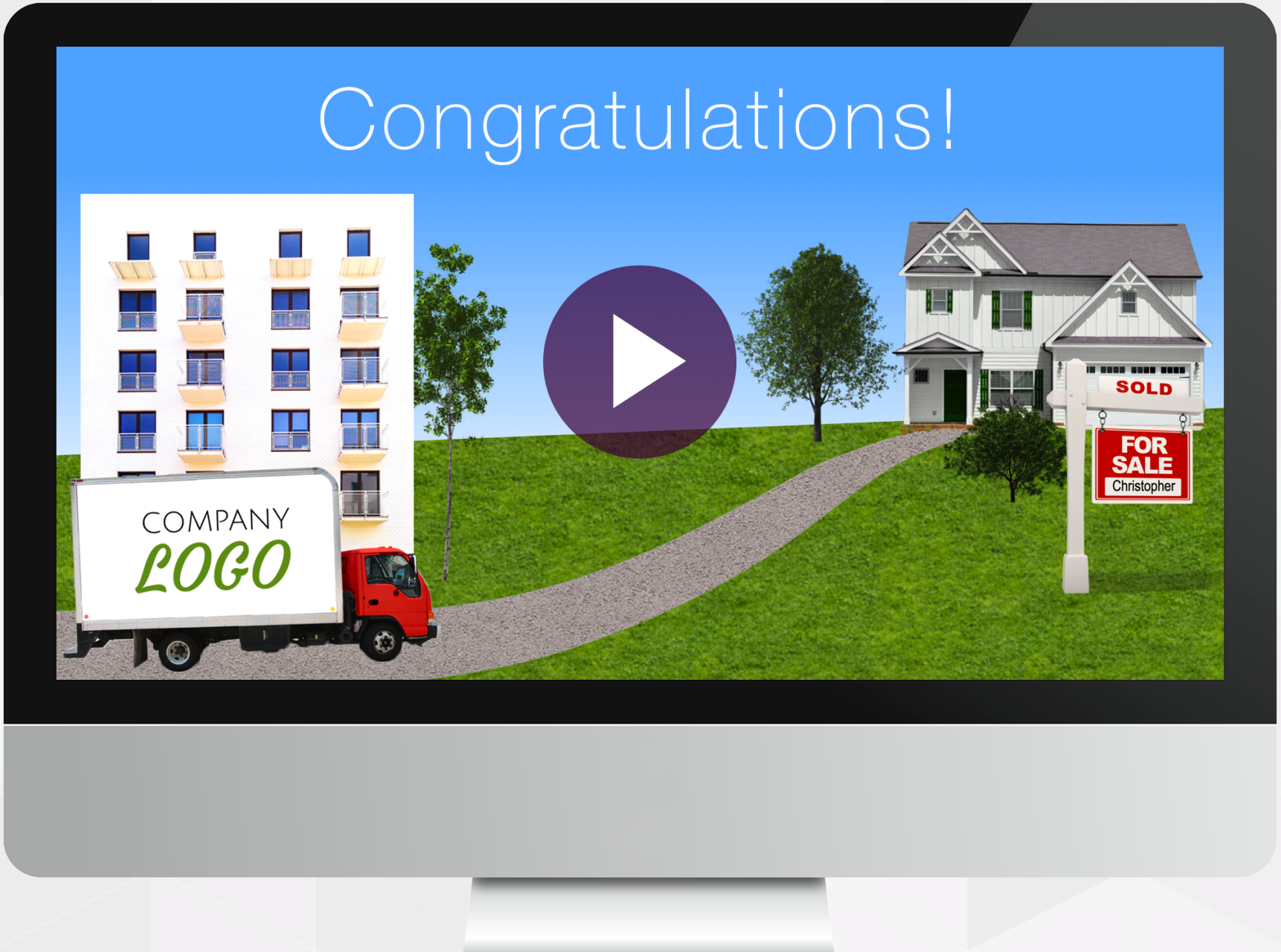
Borrower Received Loan Officer's Email



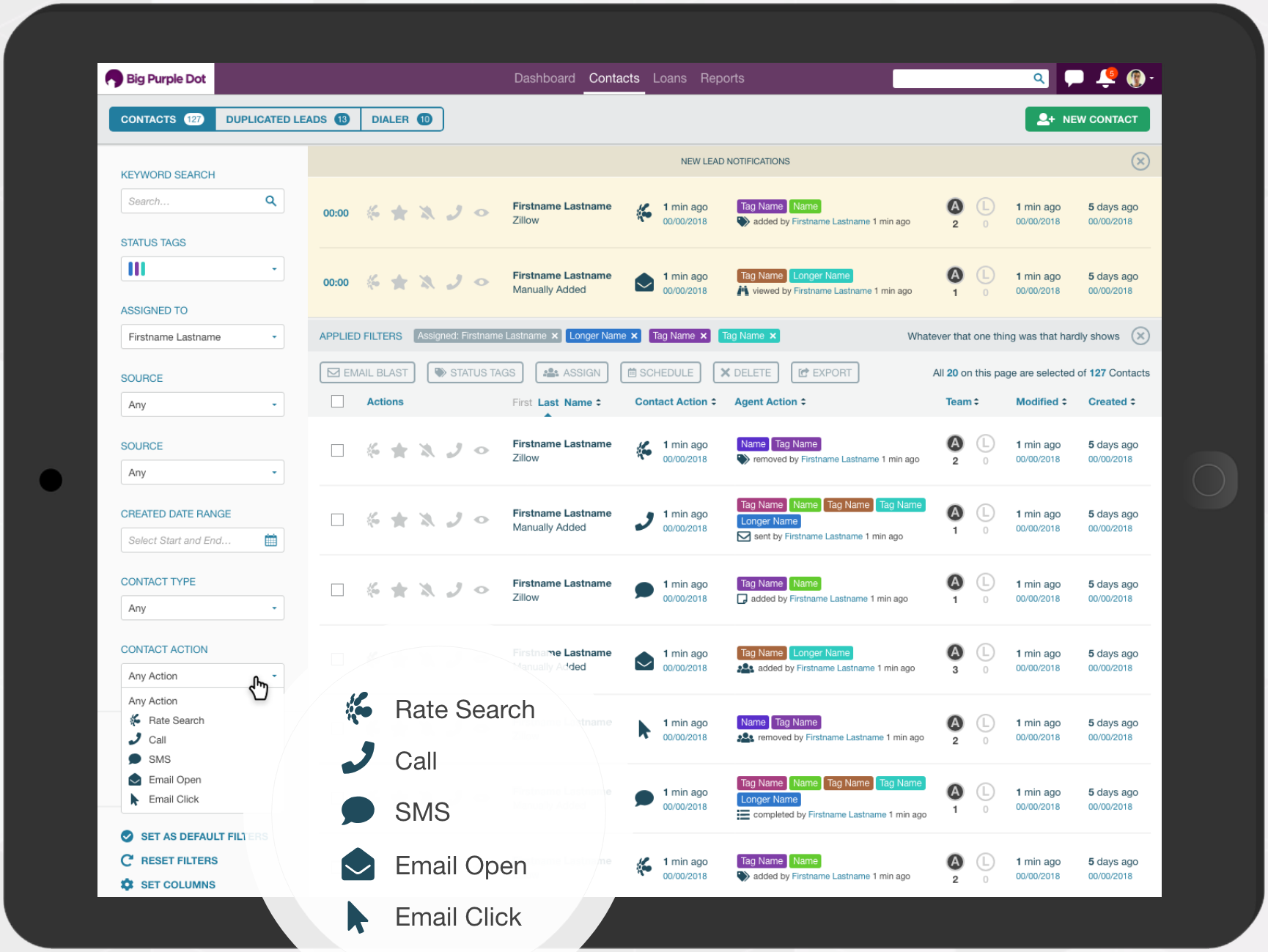
Borrower Uses Price Discovery Tool



Borrower Email Notifications



Track The Actions Of Your Contact



More Features

1. Open House App
2. Partner Collaboration
3. Lead Management
4. Call Dialer
5. CRM
6. And much, much more...

optimalblue®

Key Partner Integrations

Encompass® by EllieMae®

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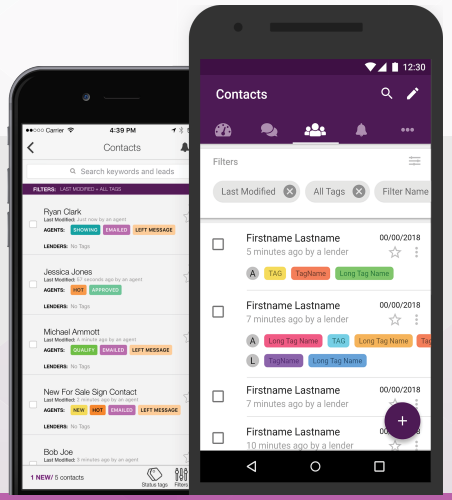
LOS Integrated

Agent & Lender Collaboration

Call Dialer

SMS & Email Marketing



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